



CYNTHIA A. STERLING
COUNCIL PRESIDENT

COUNCIL AGENDA ITEM

DATE: June 4, 2009

TO: Members of the Fresno City Council

FROM: Cynthia A. Sterling, Council President *CS*
Lee Brand, Councilmember

BY: Erica Franco, Chief of Staff *EF*

AGENDA ITEM: Resolution-Expressing support for the preservation of the Claude C. "Pop" Laval photography collection

BACKGROUND

Pop Laval took over one hundred thousand photographs as he chronicled the daily life of the Central Valley from 1910 through 1966. Sadly, only ten percent of these priceless photos have been restored while the other 90% quickly deteriorate.

The Pop Laval Foundation is committed to rescuing and restoring the Pop Laval Photographic and Film Archive for the education and enjoyment of all. This is one of the nation's most extensive and wide-ranging collections, composed primarily of more than 100,000 still images, many on glass and nitro-cellulose negatives, more than 100 pioneering panoramic negatives and over 10 million acres of aerial footage including the earliest known airborne mapping of the Yosemite area. Pop Laval also brought the first movie camera to the San Joaquin Valley in 1914 and the Collection contains significant remnants of this region's oldest surviving movie footage which was used, at the time, primarily for newsreels across the country. As the images in Pop's Collection begin to turn 100 years of age in 2010, the Foundation is focused to ensure this irreplaceable archive is readily available to the greatest number of people wishing to discover the men, women and children whose daily toils brought this mighty Valley from its pioneer status to a thriving metropolis. The Foundation's unwavering goal will always be to save and share this unique treasure we all have been given from the life work of Claude C. 'Pop' Laval and to provide for its survival for at least 100 years more.

The Pop Laval Foundation is actively seeking grants and donations to assist with restoration of the remaining Collection. Adopting this resolution will allow the Foundation to state that the City of Fresno is supportive of their efforts. There is no fiscal impact to the City of Fresno.



A RESOLUTION OF THE COUNCIL OF THE CITY OF FRESNO
EXPRESSING SUPPORT FOR THE PRESERVATION OF THE
CLAUDE C. "POP" LAVAL PHOTOGRAPHY COLLECTION

WHEREAS, CLAUDE C. "POP" LAVAL shot more than 100,000 photographs documenting life throughout the San Joaquin Valley beginning in 1910 and continuing until his death in 1966, thus making the Collection one of the largest and most comprehensive records of any region in the United States. Laval brought the first movie camera to the Valley in 1914 and introduced the smokeless flash to the area. His body of work also includes much of the first aerial mapping of much of the western United States; and

WHEREAS, "POP" LAVAL's surviving archive chronicles more than 55 years of history, representative of the growth and development that was occurring across the United States in the first half of the 20th century; and

WHEREAS, The "POP" LAVAL Collection is in dire need of immediate restoration to preserve this irreplaceable legacy.

NOW, THEREFORE, BE IT RESOLVED, that the Council of the City of Fresno is proud to proclaim the historical body of work taken by Claude C. "Pop" Laval a local Valley treasure and vows to encourage public support and efforts to facilitate the preservation of this unique Collection so that it may be available to educate and inspire the citizens of the San Joaquin Valley for generations to come.

CLERK'S CERTIFICATION

STATE OF CALIFORNIA)
COUNTY OF FRESNO) ss
CITY OF FRESNO)

I, REBECCA E. KLISCH, CMC, City Clerk of the City of Fresno, certify that the foregoing Resolution was adopted by the Council of the City of Fresno, California, at a regular meeting held on the 4th day of June, 2009.

REBECCA E. KLISCH, CMC
City Clerk

By Rebecca E. Klisch
~~Deputy~~

Ayes : Borgeas, Brand, Dages, Perea, Westerlund, Xiong, Sterling
Noes : None
Absent : None
Abstain : None

Adopted _____
Approved 6/4/09
Effective _____